

### Operations & Logistics:

- 1. Important money saving deadlines approaching! Place your vendor orders and register personnel before 23 February for discounts rates.** Find the forms in the [Exhibitor Service Manual](#). To access the order forms, use show name OFC and show code OFC2015 when you click on the order Rental Items button at the bottom of the page.
- 2. The [Exhibitor Service Center](#) is where to find information and links to [registration](#) and [housing](#).**
  - **Laser Safety:** If your company display includes a live laser using open-beam paths or access to laser radiation, you must sign up for an inspection. [Click here](#) to fill out your form.
  - **Update your [company description here](#)** before 27 February for the new OFC Mobile App! Look for more information in March to enhance your mobile app presence.
  - **Access to WiFi & Cellular Data Network Services:** OFC is pleased to provide free wireless Internet service throughout the Los Angeles Convention Center. Wireless services are for checking emails, etc. If you need internet for streaming video or product demos, order your dedicated [hard wired internet](#) here.  
**SSID: OFC2015**  
**User Name: optical**
  - **Exhibiting companies who wish to conduct meetings** with attendees with non-exhibitor badges (e.g. Exhibit Pass Plus or Full Conference, manufacturers' representatives, distributors, salespeople, customers, etc.) in their booth(s) during non-show hours must notify Management in advance. [Click here](#) to for your request form.

### 3. Exhibition Hours

Tuesday, 24 March	10:00 – 17:00
Wednesday, 25 March	10:00 – 17:00
Thursday, 26 March	10:00 – 16:00

#### Exhibit Set-Up Hours – Booths & Islands:

Thurs, 19 March* & Friday, 20 March* *Targeted Move In only*	
Saturday, 21 March	8:00 – 16:30
Sunday, 22 March	8:00 – 16:30
Monday, 23 March	8:00 – 16:30

\*Start time is determined by your location in the exhibit hall. See [Targeted Floor Plan](#) here.

All booths must be set by 16:30 Monday, 23 March unless prior written permission is obtained by Show Management. No set-up hours are scheduled for Tuesday, 24 March.

**Operations & Exhibitor Services:** Dave Coray, CEM, Director +1 202.416.1953  
Kathleen O'Driscoll, CEM, Specialist +1 202.416.1995 or [exhibitops@ofcconference.org](mailto:exhibitops@ofcconference.org)

### Maximize Your Participation:

- 1. Become a Sponsor:** Sign up for a sponsorship now to ensure that you will be noticed by the top industry decision-makers at the largest optical communications event in the world. [Click here](#) to see what is still available.
- 2. Feeling restricted within your booth?** The Corporate Village, located on the exhibit floor, is ideal for extending booth conversations or hosting confidential customer demonstrations or meetings. Call the Sales Team at +1 202.416.1428 or email at [sales@ofcconference.org](mailto:sales@ofcconference.org) for details.
- 3. Promote Your Booth!** Add the "We're Exhibiting at OFC" banner to your emails and website! [Click here](#) for images and instructions.

**Exhibits, Promotional Opportunities:** Kari Smith, Director of Exhibitions & Sponsorship Sales +1.202.416.1988 or [sales@ofcconference.org](mailto:sales@ofcconference.org)

**Career Center, Meeting Room Sales, Booth Location/Size Changes:** Crystal Krason, Senior Sales Manager +1 202.416.1428 or [sales@ofcconference.org](mailto:sales@ofcconference.org)

**Exhibit Payments, Invoices, or Primary Contact Changes:** Sia Mullen, Sales Administration Coordinator +1.202.416.1942 or [accounts@ofcconference.org](mailto:accounts@ofcconference.org)

**4. Free Exhibitor Invites Opportunity: Drive Traffic to Your Booth!** A great pre-show marketing tool, Exhibitor Invites is an easy to use program proven to be one of the most powerful ways to ensure your key contacts attend OFC. Don't miss this opportunity to connect with your customers and prospects while they are still forming their plans for the show. **Bonus for using Exhibitor Invites!** The exhibitor who sends the most emails through the Exhibitor Invites system will win a 16GB new iPad! Get started today at: [www.exhibitorinvites.com/ofc](http://www.exhibitorinvites.com/ofc).

**5. Take Advantage of OFC's Free PR Opportunities:** The OFC PR Team has several FREE opportunities to maximize your presence on-site by promoting your news and announcement to press and analysts attending the show.

**Free press release posting:** [Submit your press releases](#) free of charge on the OFC website. Reporters are directed here prior to and during the show. Exhibitors also receive a discount on [Business Wire's tradeshow circuit](#). Contact [media@ofcconference.org](mailto:media@ofcconference.org) for more information on press release opportunities.

**Advance news sharing:** Share your advance news and product launches through the *First News* program sent directly to press. Final deadline is February 26. Contact [Keira Shein](#) for more information on *First News*.

**Breakfast briefings with press:** The OFC PR team can arrange exclusive one-on-one briefings for your company with press and analysts on-site. Contact [Keira Shein](#) for more information on the Breakfast Briefings program.

To learn about additional PR opportunities, contact the OFC PR Team: [media@ofcconference.org](mailto:media@ofcconference.org).

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## International Year of Light 2015



INTERNATIONAL  
YEAR OF LIGHT  
2015

The International Year of Light and Light-Based Technologies (IYL 2015) is a global initiative that will highlight to the citizens of the world the importance of light and optical technologies in their lives, for their futures, and for the development of society. A [resolution declaring 2015 the International Year of Light](#) was passed by the full United Nations General Assembly on 20 December 2013. The Optical Society is one of nine [founding scientific organizations](#) that worked to obtain the formal declaration.

Get the latest news and information. [Click Here](#) to find out how YOU can be part of IYL 2015!

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### Save the Dates!!

**Exhibitor Appreciation Reception-** Celebrate the opening of the show on Tuesday, 24 March, 2015 from 17:30 until 19:00. Just a 5 minute walk from the LA Convention Center, join us for great food and bowling at Lucky Strike LA Live, 800 West Olympic Blvd. Exhibitor badge required for entry.

**Exhibitor Appreciation Breakfast** - We invite 2 employees from each exhibiting company to come to this working breakfast for a show overview and industry update. We'll see you on Thursday, 26 March from 08:30 - 09:30 on the show floor in Booth 764.